

RECOMMENDATION #6

Implement a Comprehensive Arts Promotion/Marketing Program

Chula Vista should be the hub of cultural activities for people living in the South Bay. Chula Vista is already recognized for the beauty of its natural environment, historic residential architecture, and diverse cultural life. Arts and culture events and festivals are important assets in the City's tourism industry and are marketable products to residents, visitors and future conventioners. Encouraging cultural tourism will help the City stimulate its economy by redefining its image, providing a return on investment in cultural attractions, promoting Chula Vista's historic character as an asset, and generating new tax revenues to support City services.

This **comprehensive arts promotion and marketing program** should include the creation of an Arts and Culture Page on the City's Web Site. This page should publicize City-sponsored events such as the Taste of the Arts festival and Music in the Park Summer Concert Series, and provide links to the web sites of the School Districts and the various arts organizations located in the South Bay, San Diego and Tijuana.

A web-based, comprehensive Arts and Culture Calendar should be created and also printed for distribution in libraries or by mail. The Arts and Culture Web Page and the Calendar should be developed working in cooperation with the Office of Arts & Culture.

RECOMMENDATION #7

Integrate the Visual and Performing Arts in the Planning for the University Site

Plans for the development of the new **University Site** include a complex of educational institutions that share common facilities. Planning should also incorporate facilities and programs for the visual and performing arts. Visual and performing arts possibilities for the University Site should include:

- A college for the Visual and Performing Arts or Fine Arts Program within a college or university
- Provision of performance and exhibition spaces for students and the public
- Cross-cultural visual and performing arts programming as the University site planning includes educational institutions from the United States and Mexico
- Links to the school districts' visual and performing arts programs through teaching, performance and artist-in-residence opportunities.

It is recommended that the staff of the Office of Arts & Culture and members of the Cultural Arts Commission be involved in the concept development phase and implementation of the University Site.

RECOMMENDATION #8

Create an Arts Movement Program

It is recommended that Chula Vista create an **Arts Movement Program** in coordination with the Chula Vista Transit System and the San Diego Metropolitan Transit System. The Arts Movement Program should be created by the following actions.

- a. ***Create City Art Gateways at points of connection with the regional freeway system and at the existing and proposed stations of the San Diego Trolley Blue Line***

The City Art Gateways should consist of artist-conceived Gateways that could include one or more visual art elements including sculpture, murals, landscaping, earth forms and lighting. The City Gateways should be located at freeway interchanges, freeway underpasses and other appropriate street locations that make significant connection to the regional freeway network.

Artists should be involved in the planning stages for the new rail transit stations and in retrofitting existing stations with public art. The Public Art Sub-Committee should be overseeing the selection of artists recommended to the Cultural Arts Commission and City Council. The art themes at the local rail stations should reflect artist insights about the immediate vicinity of a station and/or artist's insights about the relationship of Chula Vista to its natural, historical and developmental setting.



- b. ***Create An Arts Banners Program***

Banners can also be considered works of art. An **Arts Banners Program** should be designed through a collaboration of artists and graphic designers to demarcate the Northwest Area Arts District. Banners along Third Avenue, H Street and E Street can define the concept for and general extent of the Northwest Area Arts District immediately. These banners could be in place for several years. The banners can be replaced from time to time with special event banners relating to arts events within the District.

Citywide Arts Banners should be located along H Street and other major transportation corridors to announce arts events and reinforce the connection to the Northwest Area Arts District, and to other City arts venues or facilities.

The Public Art Sub-Committee should be responsible for recommending the selection of the graphic designer/ artist teams to implement the Urban Core Arts District and Citywide Arts Banner Programs in coordination with the Cultural Arts Commission and the Office of Arts & Culture.

c. ***Publish Arts Movement and Art Walk Maps***

The City, in coordination with the San Diego Metropolitan Transit System and the Chula Vista Transit System, should publish maps relating all the existing arts venues and facilities as they relate to the network of Chula Vista public transportation. The maps should be periodically updated as the various components of the Arts Master Plan are implemented.

The City should also continue to publish Art Walk Maps related to the Northwest Area Arts District and other areas in which multiple arts and cultural facilities are located within walking distance of each other.

The transit-based and walking maps should be prepared by professional graphic designers working under the direction of the staff of the Office of Arts & Culture. Both the Arts Movement Maps and the Art Walk Maps should be made available within the Arts Shuttle Bus, Bus Rapid Transit Buses and trains of the San Diego Trolley Blue Line.

d. ***Establish an Arts Shuttle Bus that connects the components of the Northwest Area Arts District***

The Arts Shuttle Bus should serve as a connector between the Third Avenue Village and the Bayfront components of the Northwest Area Arts District. Conceptually the Arts Shuttle Bus should circulate continually along Third Avenue, H Street and E Street.

The Arts Bus should be completely “wrapped” in art scenes relevant to the history and culture of Chula Vista. These art scenes should be created by local and regional artists.

The images for the bus “wraps” can be created by digitally enlarging the artist-created scenes. These scenes can then be printed on a perforated plastic material, which is affixed to the bus. The perforations allow passengers to see out of the bus while the bus appears to be windowless, moving murals to the public.

The Arts Bus should be put in place along Third Avenue and H Street with a turnaround at the H Street Trolley Stop as soon as possible. The bus will thus serve

two immediate functions. First, it will provide local connection between Downtown and the H Street Trolley Station. Second, it will be a “moving herald” and an important first component of the Northwest Area Arts District and its associated visual and performing arts venues and programs.

The Public Art Sub-Committee should advise the Office of Arts & Culture and Cultural Arts Commission regarding selection of artists.

Images related to the architectural designs for the Village and Bayfront Art Centers could also be wrapped about several other buses to herald the coming of these new facilities.

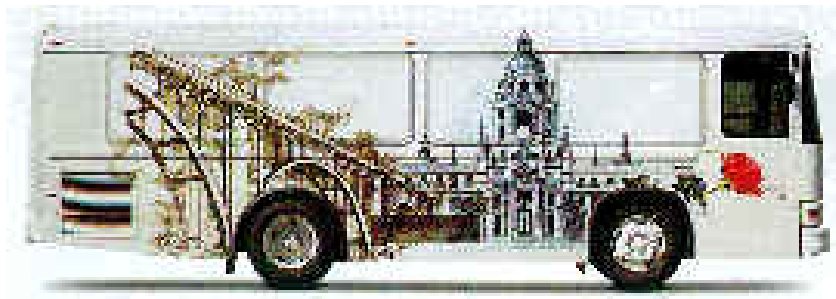


Figure 7 – Recommended Citywide Arts Movement Components – shows the relationship of the elements of the Arts Movement Components to the Northwest Area Arts District and the entire City of Chula Vista. The locations of the City Art Gateways are conceptual and subject to further refinement by the appropriate City staff and commissions.

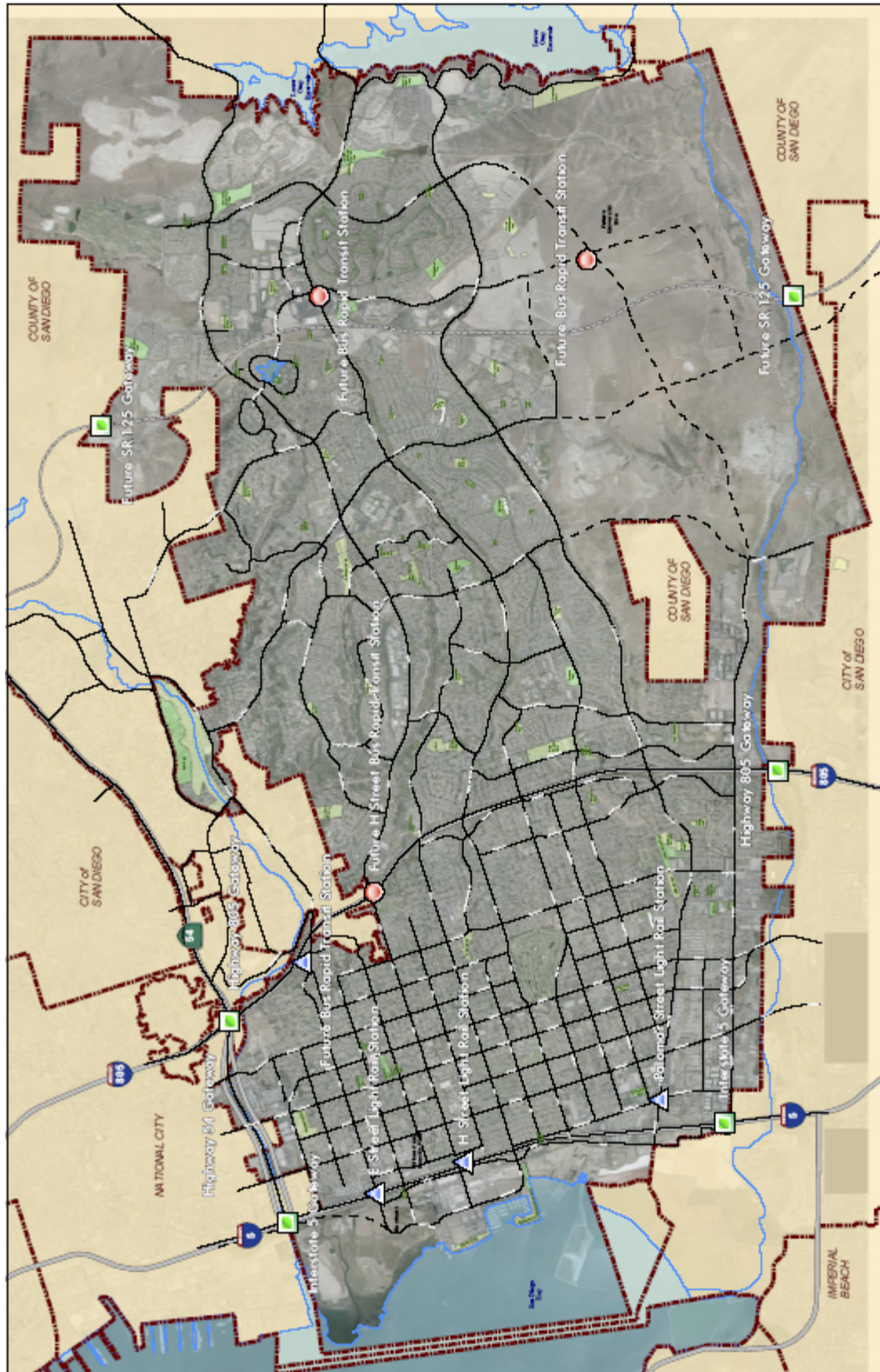


Figure 7: Citywide Arts Movement Components

- ▲ Existing Public Transit Gateways
- Future Public Transit Gateways
- City Automobile Gateways



RECOMMENDATION #9

Extend the Energy of the Arts to all Chula Vista Neighborhoods and Villages and Create Additional Citywide Arts Focal Points

Arts and culture events and activities within Chula Vista's neighborhoods are often City-related. For example, the City of Chula Vista's Recreation Department offers a variety of dance, music, and visual arts classes to people of all ages at many of the existing community/recreation centers. The Chula Vista Public Library provides gallery space for the visual arts at the South Chula Vista Branch Library and the Civic Center Branch Library and also offers free film festivals and other cultural programs on a regular basis.

In order to connect local residents to the arts, neighborhood arts programs, events and classes should be expanded at existing and proposed community/recreation centers, parks and libraries. The General Plan recommends the creation of Landmark Parks throughout the City, which are larger parks that will feature unique design elements and opportunities, such as gardens, museums, cultural opportunities, and performance spaces. Neighborhood arts programs should also be provided in these future Landmark Parks.

Planning for public facilities and programs, including parks, elementary schools and recreation centers, has been a validated part of the historical tradition of planning for good neighborhoods. Some of the planning for portions of eastern Chula Vista has been based on the concept of village planning. These villages incorporate many of the principles of traditional neighborhood planning while also recognizing the positive potentials for community interaction that can be created by grouping schools, parks, recreation/community centers and village shopping.

a. Create Neighborhood and Village Arts Plans

It is recommended that neighborhood and village scaled visual and performing arts be strengthened through a series of Neighborhood and Village Arts Plans. These Plans should consider:

- Boundaries of neighborhoods and villages as designated by the General Plan and the Planning Department and as verified through discussions with the Neighborhoods and Villages as each Neighborhood and Village Art Plan is prepared
- Locations of existing and proposed schools, parks, recreation/community centers, libraries and other public facilities
- Locations of local retail areas.

It was made clear in some of the community interviews that more attention is required for some of the older, established neighborhoods in Chula Vista, such as

Woodlawn Park, Broderick Acres and South Hilltop – neighborhoods that predate the incorporation of the City. The history of Chula Vista's annexation of these older neighborhoods from the County and the rapid development of new villages by single developers has resulted in different levels of public infrastructure and amenities between the older and newer Chula Vista. The older areas, annexed from the County, needed both more basic infrastructure such as streets, sidewalks and public facilities. The City is currently implementing a program to upgrade the streets and sidewalks and provide more public facilities.

It is recommended that the City incorporate planning for the visual and performing arts at the Neighborhood scale with the ongoing efforts of the City to upgrade the older portions of Chula Vista. Visual arts, such as murals and pedestrian scaled sculpture, can enrich the sites of existing and new schools, parks, libraries and community/ recreation centers. Visual arts, such as banners and paving treatments can be used to create connections between existing and new public facilities and local shopping areas.

It is recommended that the City and the school districts continue and expand their cooperation and coordination of programs for the visual and performing arts throughout the City. City and school districts programs for the performing arts, such as music and dance, and for the creation of artwork, can be physically related to the network of schools, parks and community/recreation centers in each neighborhood.

b. Create an Artist Colony

It is also recommended that the City study the possible creation of an Artists Colony by investigating the adaptive reuse of the Salt Works industrial area through amendment of the list of allowed uses in the zoning code to permit artist live-work spaces.

c. Create Additional Citywide Visual Arts Focal Points

It is recommended that additional Visual Arts Focal Points be created at the locations illustrated in Figure 10 – Recommended Citywide Visual Arts Focal Points. Public visual art pieces at these locations could include sculpture, electronic and digital art, murals and mosaics, paving treatments, fountains and earthworks. Following is an overview of the recommended locations.

Southwestern College Vicinity

Potential expansion of Southwest College and/or mixed use retail and housing projects should be coupled with public art installations and additional arts venues and facilities.

Olympic Training Center Arts Elements

Arts Plazas or walkways could be created in the vicinity of the entry to the Olympic Training Center to celebrate the connection between athletics and art.

Eastern Urban Center

As this major retail focal point for the eastside is implemented, plans for arts venues and facilities and public art should be required of the developer(s) and reviewed by the Cultural Arts Commission.

Coors Amphitheater

The environment of the Coors Amphitheater should be enhanced with public art elements such as sculpture and murals.

Other locations

Other locations appropriate to become Citywide Art Focal Points include the Rancho del Rey Shopping Center and Terra Nova Plaza.



Figure 8—Existing and Planned Community/Recreation Centers, Libraries and Landmark Parks—illustrates the locations of existing and planned facilities.

Figure 9 – Recommended Neighborhoods and Villages Arts Strategy – shows the relationships of Chula Vista’s recreation/community centers, parks and public schools to the neighborhoods and villages of Chula Vista.

Figure 10 - Recommended Citywide Visual Arts Focal Points

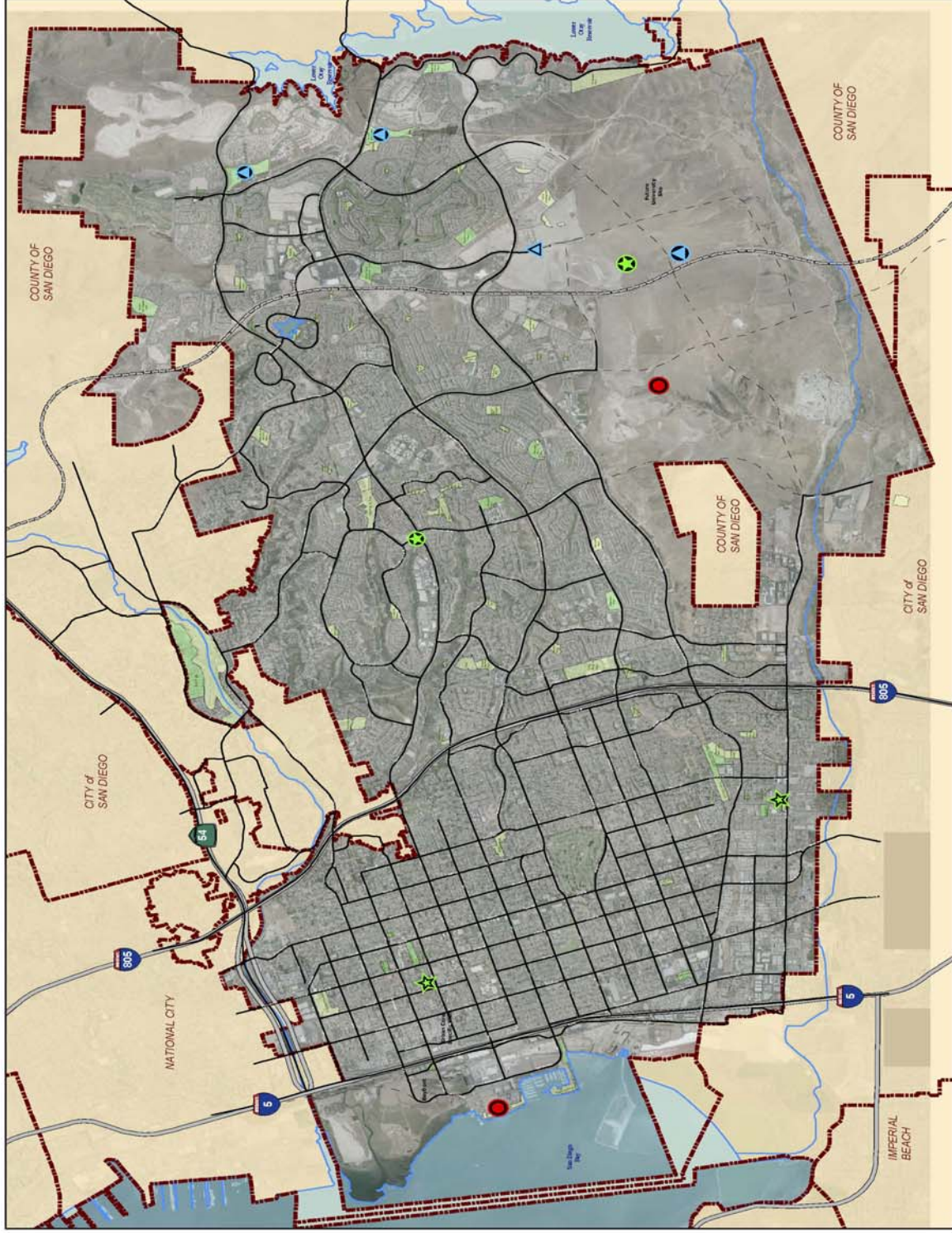
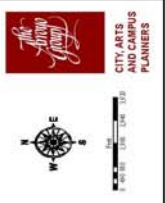


Figure 8: Existing and Planned Community/Recreational Centers, Libraries and Parks



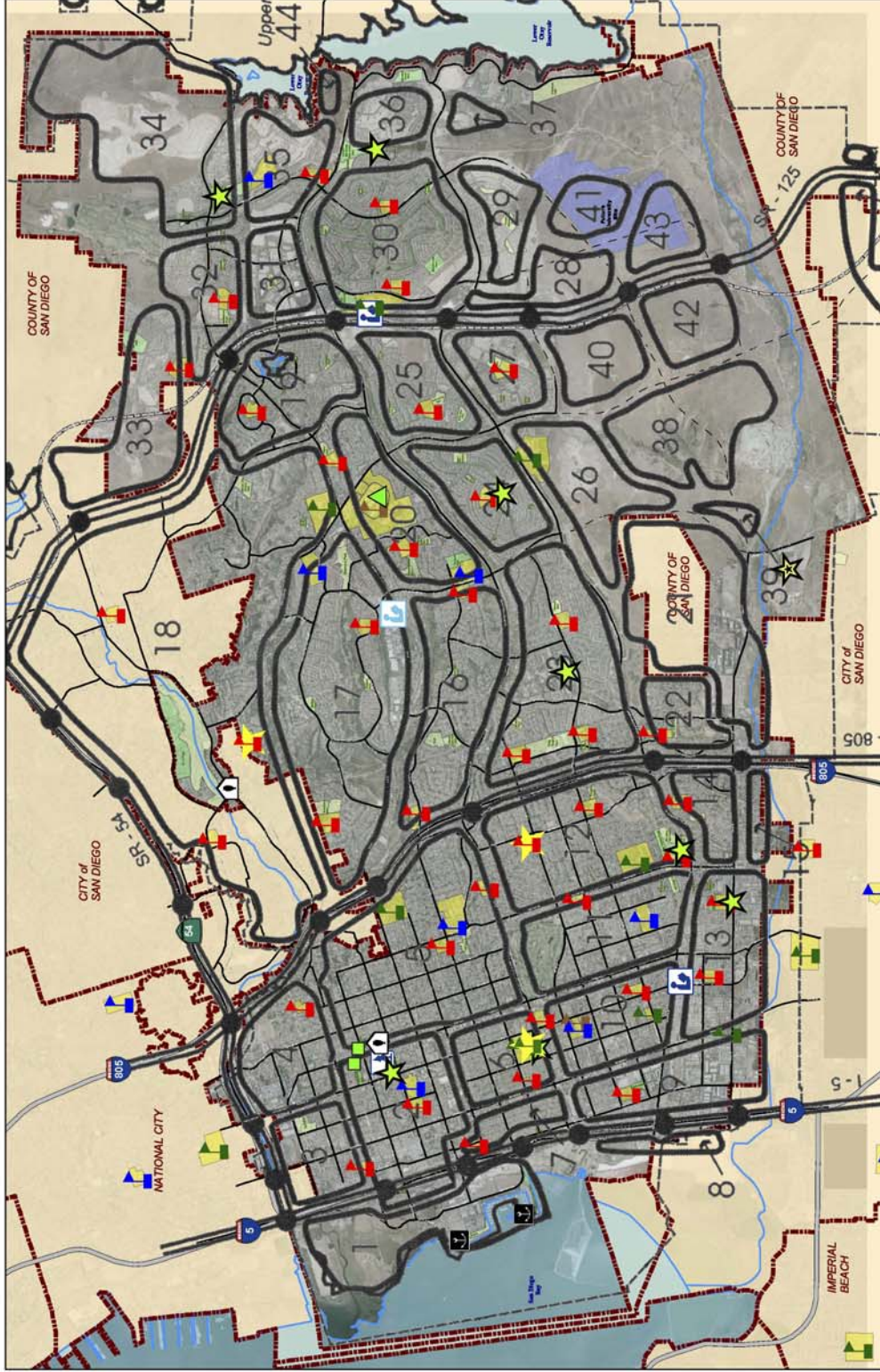


Figure 9: Recommended Neighborhoods and Villages Arts Strategy

The Urban Group
CITY ARTS AND CAMPUIS PLANNERS

Coors Amphitheatre

Community Center

Library

Future Rancho Del Rey Library

Elementary School

Arts Magnet School

Middle School

High School

HS for the Creative and Performing Arts College

Mayan Hall

Junior Theatre & OnStage Playhouse

Memorial Bowl Museum

Public Art at the Port

Temporary Art Installations

0 100 200 300 400 500 600 700 800 900 1000

Feet

0 100 200 300 400 500 600 700 800 900 1000

Feet

Note: Neighborhood and Village boundaries are conceptual and subject to change.

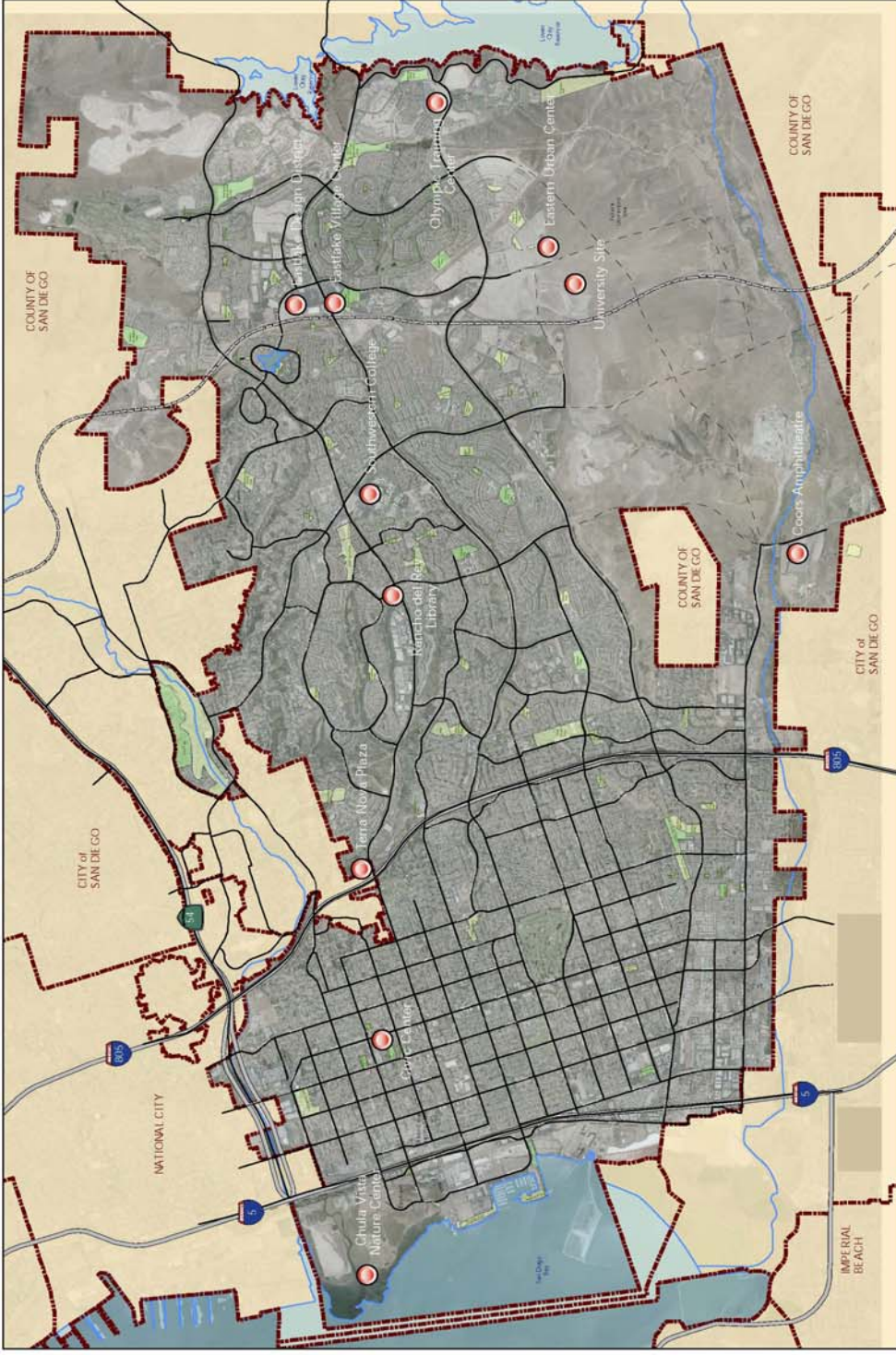


Figure 10: Other Recommended Citywide Arts Focal Points

Recommended Arts Focal Points



RECOMMENDATION #10

Expand Regional Dialogues and Programs with San Diego and Baja California

The City should enrich its own arts programs by expanding existing partnerships and artistic collaborations with artists and arts coalitions, nonprofit arts organizations, schools, and arts departments in cities within San Diego County and with institutions and groups in Baja California.

For example, to create a stronger link with Tijuana, the City of Chula Vista should expand its existing cultural programming partnership with the Centro Cultural de Tijuana (CECUT). CECUT offers a variety of arts and cultural programs for the Latino populations in Baja California and San Diego County. A stronger partnership between Chula Vista and CECUT would bring additional new artistic and cultural programming to Chula Vista.

RECOMMENDATION #11

Conduct a Needs Assessment for Expansion/Relocation of the Chula Vista Heritage Museum

The Chula Vista Heritage Museum is currently a part of the Chula Vista Public Library and is assisted in its operations by the Heritage Museum Society, a division of the nonprofit Friends of the Chula Vista Library. The Museum is dedicated to preserving the cultural and historic legacy of Chula Vista and is located in the historic Third Avenue Village adjacent to Memorial Park. The current facility was formerly a snack bar/park storage facility and is inadequate in size to serve as a museum facility.

It is recommended that a Needs Assessment be conducted as soon as possible to determine the level of community interest/commitment to this institution and its mission, and to determine the appropriate size and location of a facility that could appropriately house the Library's growing collection of irreplaceable Chula Vista artifacts.

